

Communications Plan Template

- Purpose**
- what are you trying to achieve? (one sentence)
- Desired Outcomes**
- what results are you looking for?
 - how will people's attitudes or expectations have changed when communications program is complete?
- Current Attitudes**
- what you already know about current attitudes through research/benchmark surveys
 - any information you could use as a starting point for measuring the change in attitudes or expectations
- Strategy**
- what is your approach to the issue? (one sentence)
- Strategic Considerations**
- things to think about
 - potential pitfalls or anything that could pull you off-track
 - maximize use of e-communications for speed and lower cost distribution, multi-media opportunities, and to increase two-way communication
- Target Audiences**
- who are you trying to reach? (be specific)
 - try to include alternative audiences and identify specialized communication vehicles such as for example "Welcome Wagon Kit" or newsletters
- Key Messages**
- what are you going to say to your target audiences?
- Spokesperson(s)**
- who will deliver your key messages?
 - speaking notes
- Timing**
- when do you want it to happen?
 - where do you want it to happen?
- Tools**
- which communications tools are you going to use (eg. media relations, print materials, audio-visual presentations, advertising, special events, internal communication, speeches, etc)?
 - include e-communications components, including multi-media (video and audio material), surveys and feedback mechanisms, and special "nets".
- Distribution**
- where and how will message be distributed?
- Cost**
- how much will it cost?
- Evaluation**
- how are you going to evaluate whether the communications plan was effective?

Issues Sheet

Issue

- brief description of issue

Background

- information on how issue arose, key players, actions

Current Status

- what's happening?
- what are interested parties saying?
- what action has been taken?

Key Messages

- what do you want to say to target audiences?